



2025 SEAFOOD FUTURE

SUSTAINABILITY IMPACT AND PROGRESS REPORT

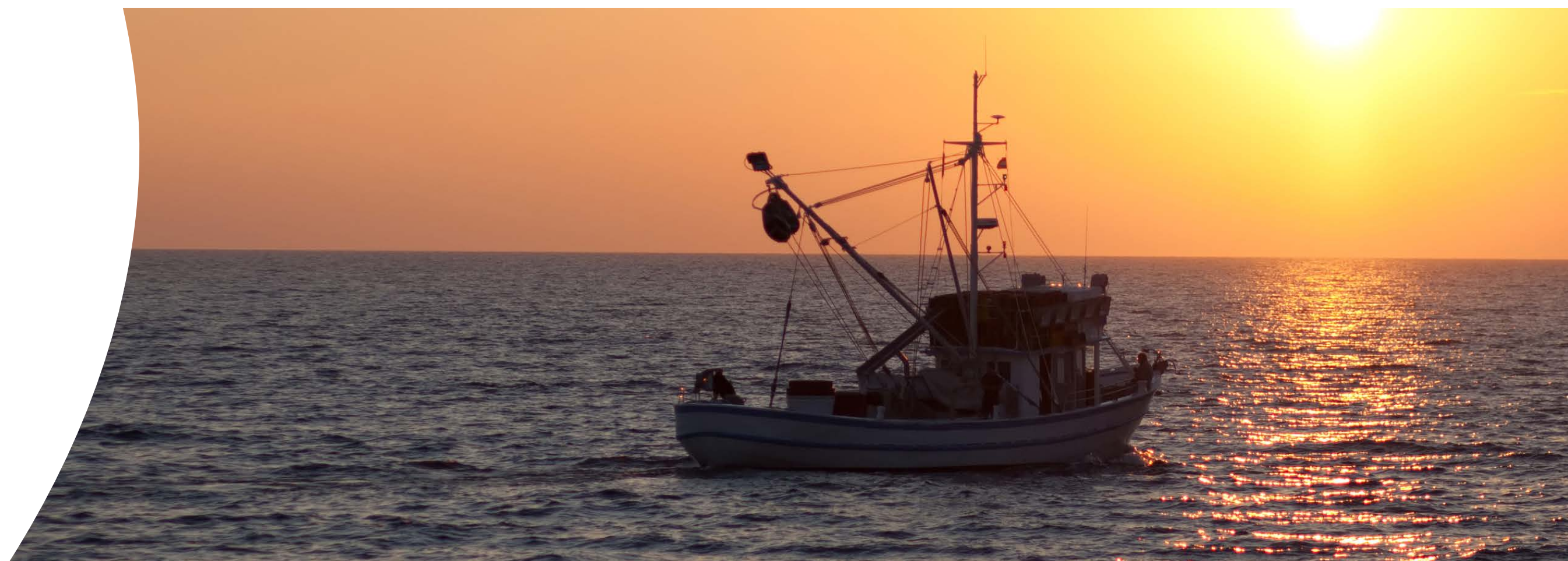
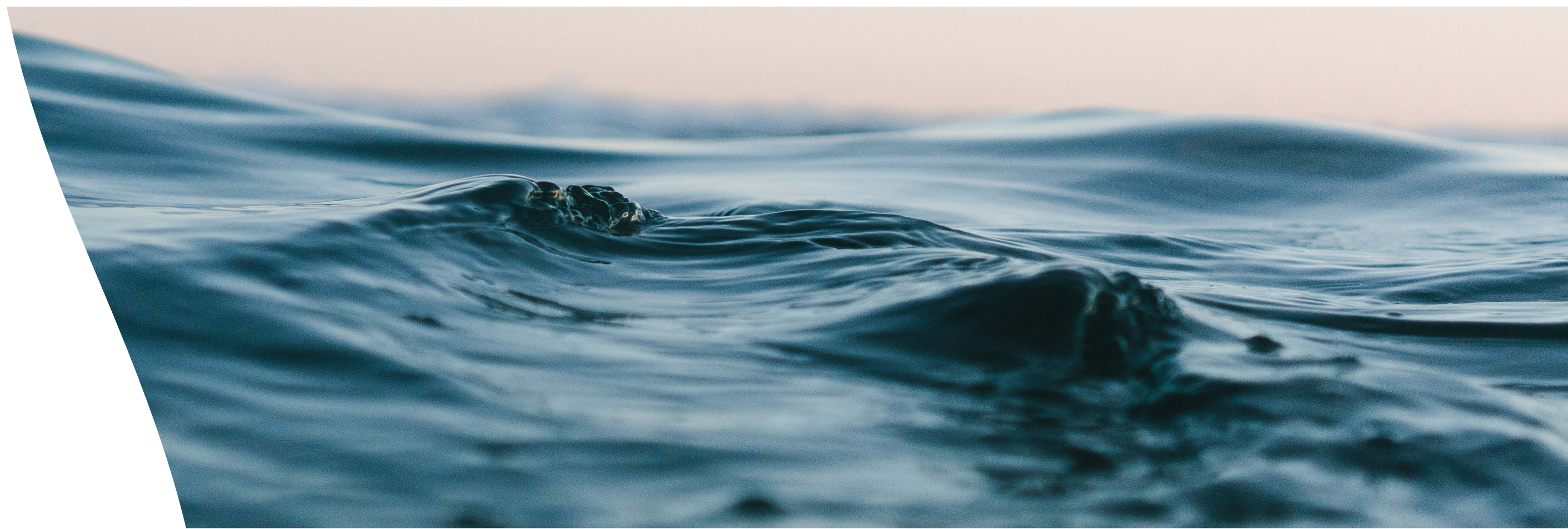
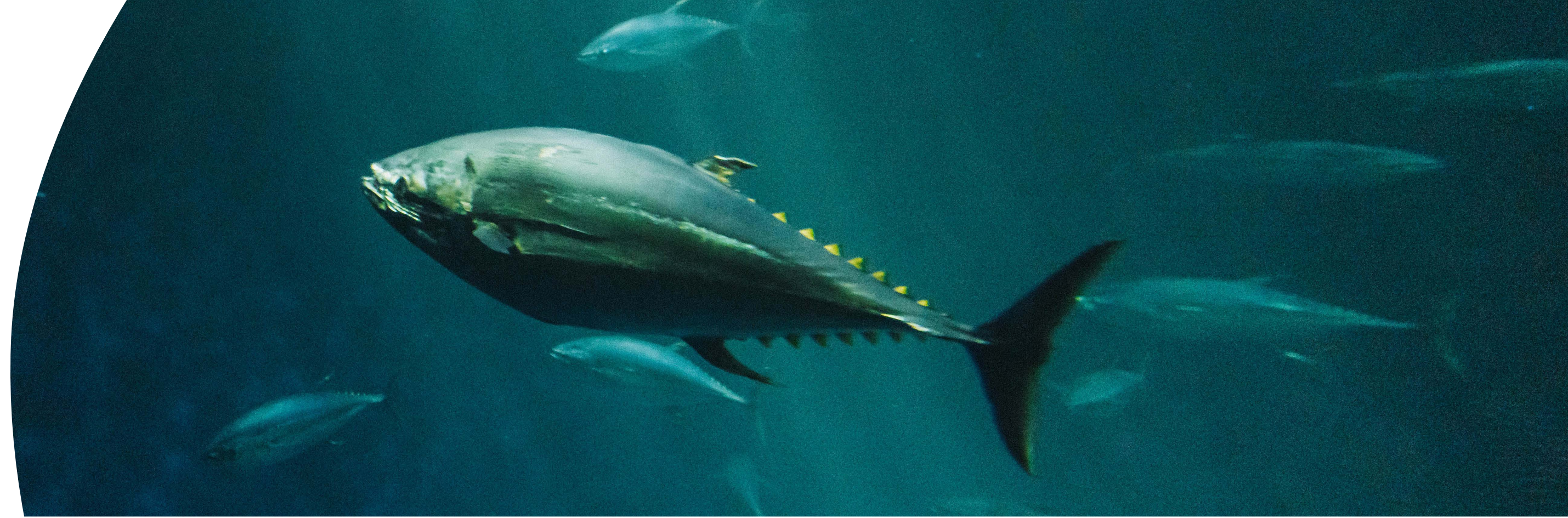


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“PROGRESS...”

Progress signifies forward movement and the steady accumulation of positive change. As I reflect on my first full year as CEO of Bumble Bee Seafoods, I find that this theme best defines our shared journey. We have continued to build on our momentum and transform aspirations into measurable achievements.

Our commitment to environmental sustainability is evident in every facet of our business. Nearly all of our seafood supply is either externally recognized as environmentally sustainable or is on a clear path toward certification — an impressive evolution from just a few years ago. This progress is the result of persistent effort and collaboration within our organization and with our valued partners as you will learn more about throughout this report.

We remain at the forefront of shelf-stable seafood. Bumble Bee now holds the top ranking for Marine Stewardship Council (MSC) eco-labeled products in North America, highlighting our leadership in transparency and environmentally responsible sourcing. Additionally, Bumble Bee has made a \$1 million commitment to address abandoned, lost, and discarded fishing gear — a critical investment in the long-term health of our oceans.

We have also made meaningful progress in environmental sustainability by taking real action to protect our natural resources. For instance, this year, we supported the Oyster Recovery Partnership to help restore millions of

oysters to local waters. We partnered with SeaTrees to plant hundreds of coral fragments to create vital habitats for diverse marine life. We also joined forces with “I Love a Clean San Diego” to clear substantial amounts of debris from local communities in just one day.

While we are proud of these achievements, we approach the future with humility and determination. Significant challenges remain, but what excites me most is the spirit of innovation and partnership that defines Bumble Bee today. This year’s Seafood Future report highlights our progress and serves as a roadmap for our next steps. Together, we will continue to push forward — measuring, improving, and advancing toward a more sustainable tomorrow.

Thank you for joining us on this journey."



A stylized, handwritten signature in dark blue ink, consisting of a large loop followed by a horizontal line extending to the right.

ANDREW CHOE,
CHIEF EXECUTIVE OFFICER
BUMBLE BEE SEAFOODS

OUR VISION

At Bumble Bee Seafoods, our vision is to create meaningful, lasting impact.

We recognize the complex sustainability challenges facing not only our company, but our industry and the global community. That's why we are steadfast in working to bridge these gaps — combining the strength of internal innovation with the power of external collaboration.

Our approach centers on three primary pillars: Fish, Ocean, and People. Through these pillars, we are dedicated to advancing marine abundance and biodiversity, championing environmentally sustainable sourcing, enhancing traceability, protecting ocean health, minimizing waste, and driving ecosystem restoration. At the heart of our efforts are the individuals whose dedication sustains our business and the broader seafood sector.

The Seafood Future report captures our progress from January to December 2024, reflecting the steps we have taken toward our sustainability and social impact goals, while also charting a bold course for what's ahead.

FISH

Ensuring environmentally sustainable seafood sourcing

OCEAN

Fostering healthier, more resilient marine environments

PEOPLE

Helping to support those who are integral to our supply chain and industry

PROGRESS OVERVIEW

92%

of our seafood is externally recognized as environmentally sustainable or in a formal program moving towards certification

[See page 7 to learn more.](#)

50%

increase in environmentally sustainable sourcing in just four years (42% in 2020 to 92% in 2024)

[See page 7 to learn more.](#)

#1

ranking for Marine Stewardship Council (MSC) eco-labeled products in North America

[See page 9 to learn more.](#)

\$1 MILLION

commitment to address and reduce abandoned, lost, and discarded fishing gear

[See page 24 to learn more.](#)

- › SUSTAINING FISH STOCKS
- › MARINE STEWARDSHIP COUNCIL
- › PROGRESS BY SPECIES
- › ISSF
- › SEA TURTLE CONSERVATION
- › ELECTRONIC MONITORING
- › SCEMFIS
- › TRACEABILITY

FISH

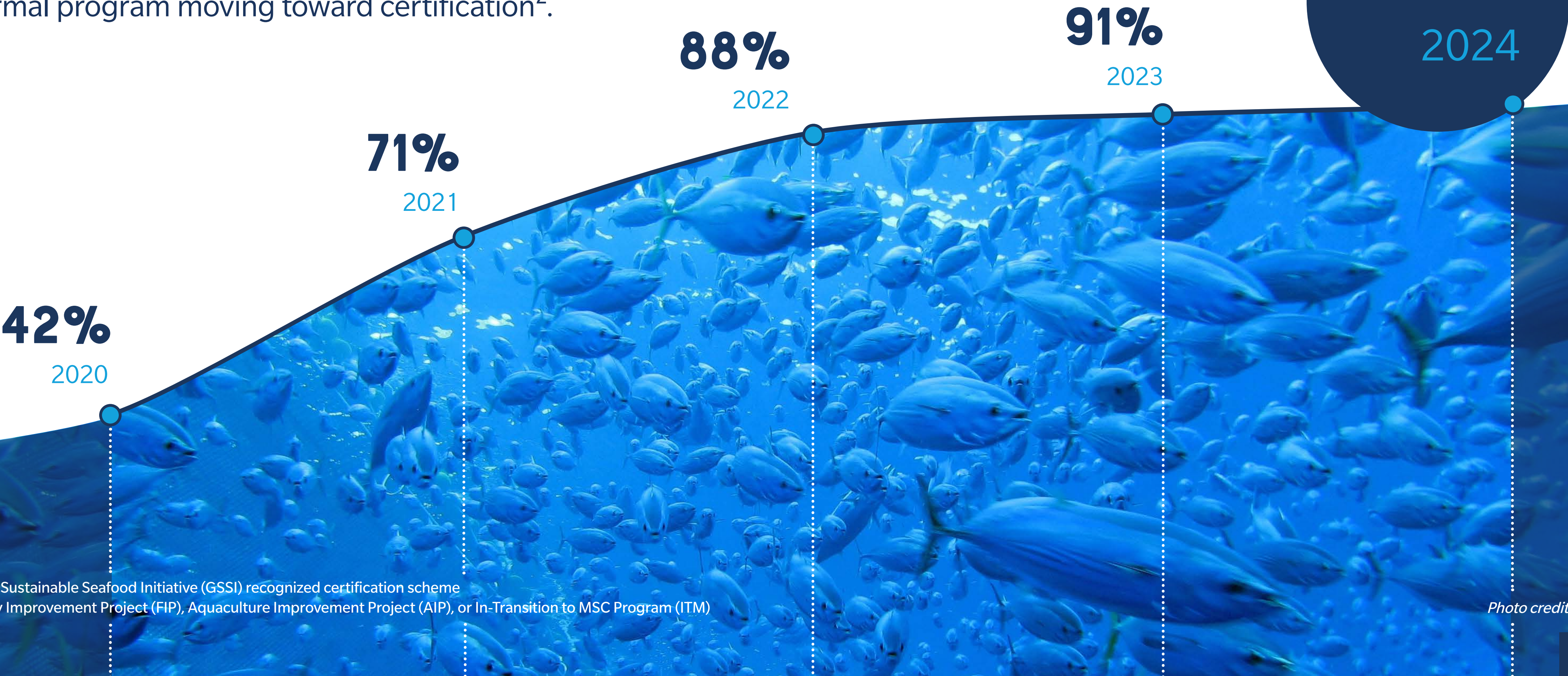
Providing Seafood from
Environmentally Sustainable Sources

Photo credit: Isaac Mijangos

SUSTAINING FISH STOCKS

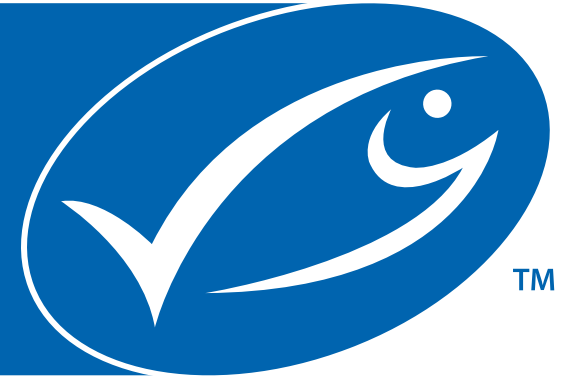
Currently, 92% of all seafood we source is externally recognized as environmentally sustainable¹ or is in a formal program moving toward certification².

We are proud to report a **50% increase** in environmentally sustainable sourcing during just four years.



¹ Global Sustainable Seafood Initiative (GSSI) recognized certification scheme
² Fishery Improvement Project (FIP), Aquaculture Improvement Project (AIP), or In-Transition to MSC Program (ITM)

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org



"Bumble Bee is the leading brand for MSC certified seafood in North America —

offering more eco-labeled products than any other company in the region. In the past year alone, they've expanded their MSC-labeled offerings by 22 products. They're not just growing; they're driving real change. Bumble Bee's active role in consumer education and bold commitment to certified sourcing is making environmentally sustainable seafood more visible, more available, and more influential across the U.S. and beyond. Together, we're building a stronger, more responsible seafood industry."

— **Erika Feller, MSC Regional Director, Americas**

Photo credit: Marine Stewardship Council

MARINE STEWARDSHIP COUNCIL

Bumble Bee is working towards sourcing seafood from fisheries that are externally recognized as environmentally sustainable by the Global Sustainable Seafood Initiative's (GSSI) benchmarked schemes. The Marine Stewardship Council (MSC) was the first certification to be formally recognized by GSSI in 2017 and was recognized again in 2024 under GSSI's enhanced standards.

The MSC is an independent, third-party certification that sets and maintains its Chain of Custody and Fishery Standards. Independent third-party auditors assess and certify companies and fisheries. The MSC is the only global wild-capture fisheries certification program that simultaneously meets best practices set by GSSI, International Social and Environmental Accreditation and Labeling (ISEAL), and the UN Food and Agriculture Organization (UNFAO). Importantly, the MSC provides transparency and accountability, including safeguards to combat mislabeling and illegal fishing.

Consumers today expect brands and retailers to clearly communicate environmental sustainability, including third-party verification. The best-in-class MSC certification helps us meet these expectations and ensures that both consumers and customers can have confidence in Bumble Bee products.

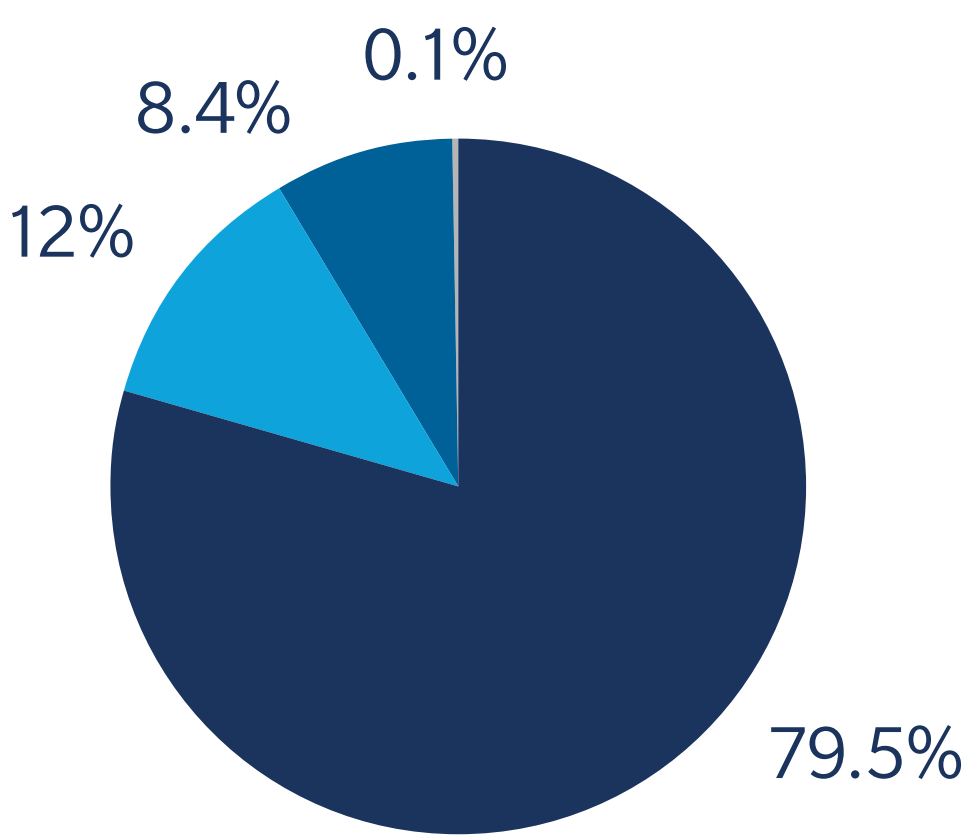
Photo credit: Marine Stewardship Council

SPECIES-SPECIFIC PROGRESS

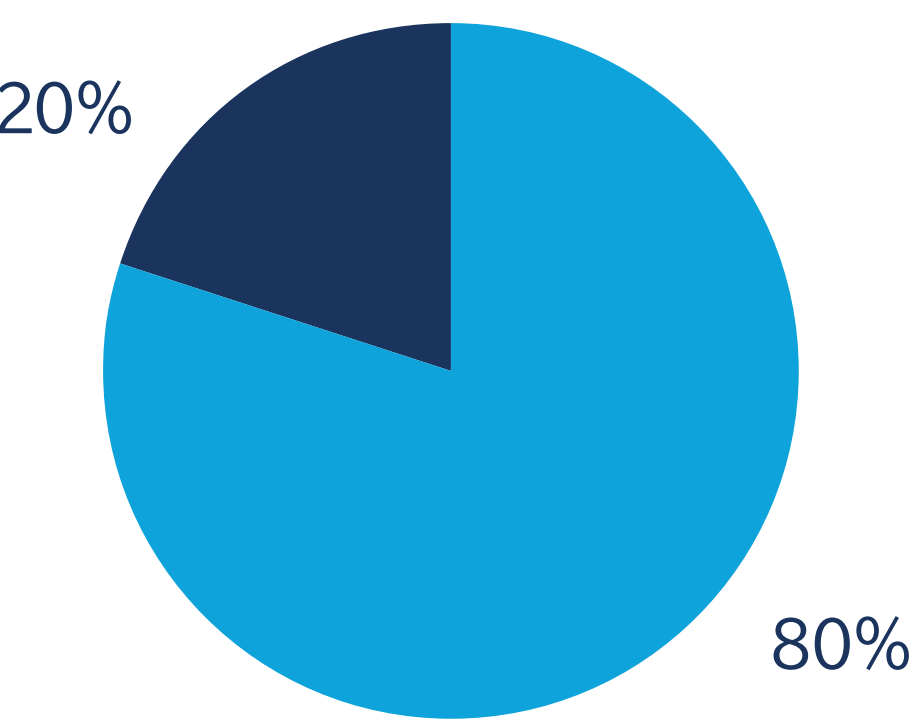
In our 2025 report, we highlight efforts to accelerate progress toward MSC certification within Bumble Bee’s tuna supply — albacore, skipjack, and yellowfin.

For our light meat production, which primarily includes skipjack and yellowfin tuna, 94% of our skipjack tuna and 80% of our yellowfin are sourced from MSC-certified fisheries.

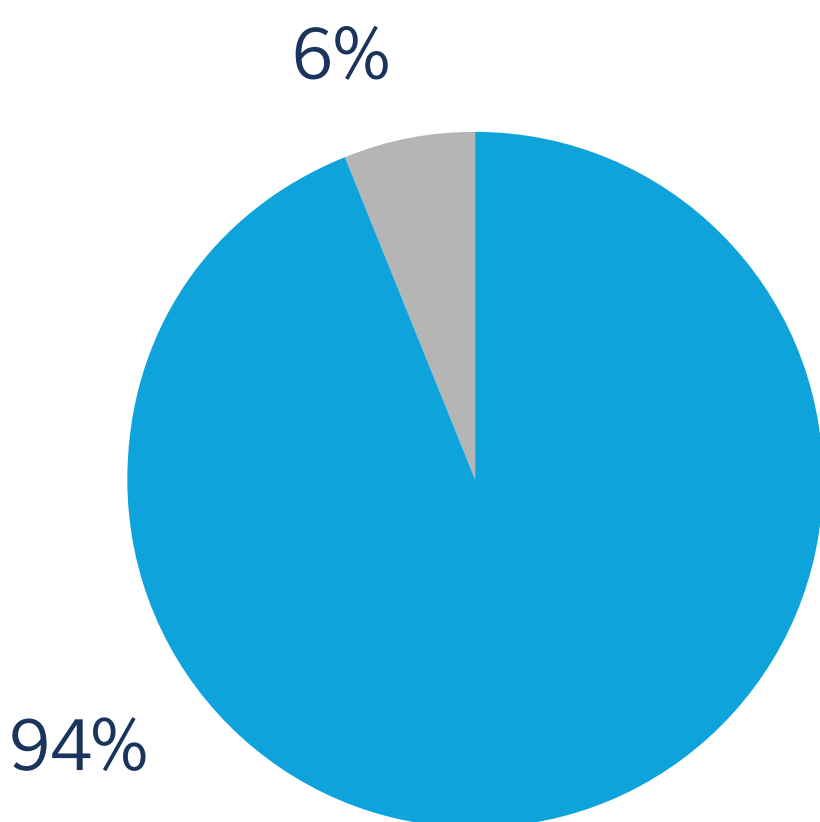
For albacore tuna (or white meat), our MSC assessments progressed modestly in 2023, partly due to challenges such as limited bycatch data collection, reduced observer deployments, and lingering effects of the COVID-19 pandemic. Despite these obstacles, we are making steady progress. In 2024, along with our parent company, we completed a South Atlantic MSC assessment for a unit of approximately 25 longline vessels, and our Pacific MSC assessment is projected to be completed by the end of 2025. Our albacore Fishery Improvement Projects (FIPs) continued to perform well across the Indian, Atlantic, and Pacific Oceans.



Albacore



Yellowfin



Skipjack

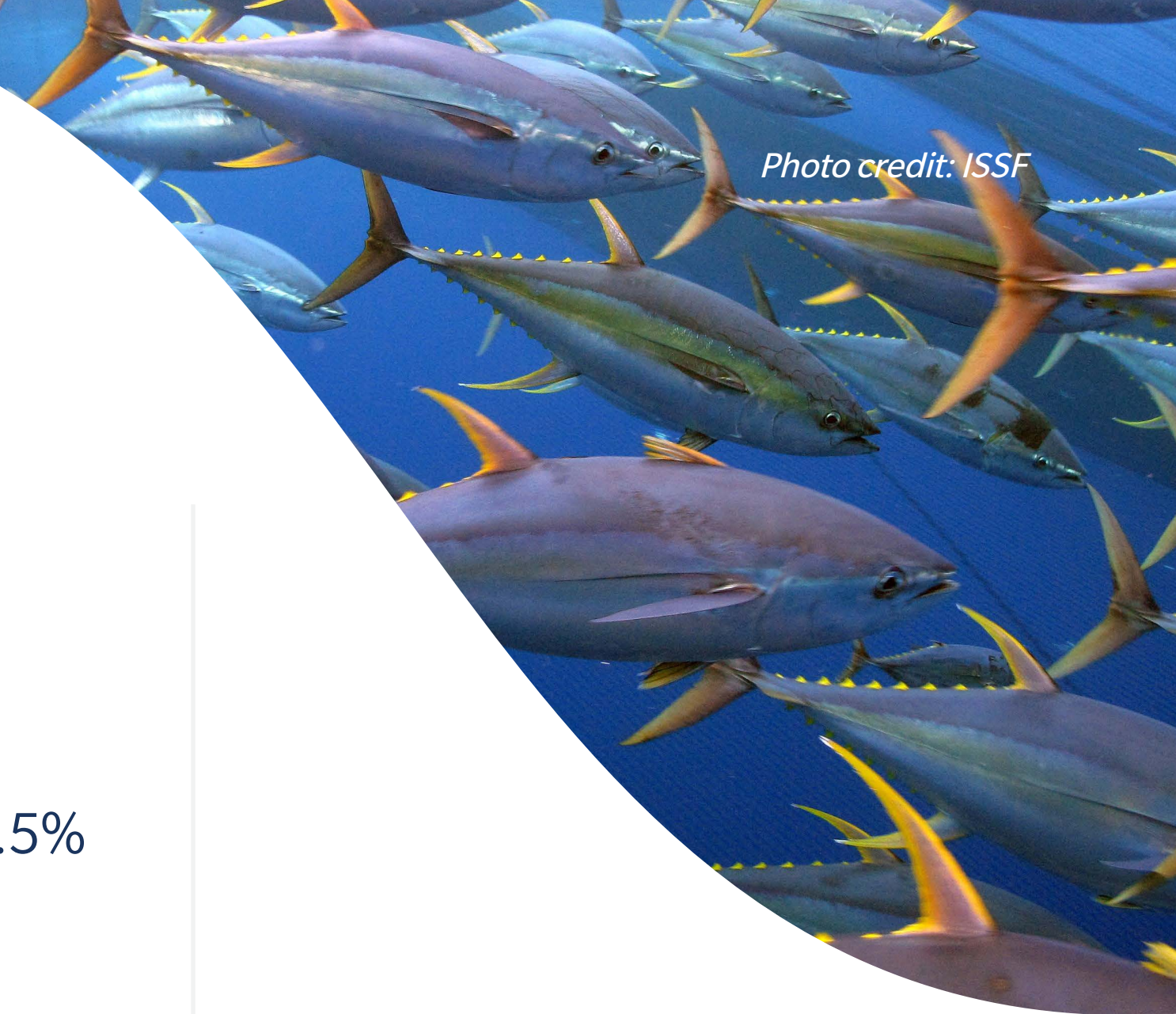


Photo credit: ISSF

SPECIES-SPECIFIC PROGRESS

Bumble Bee’s Product Portfolio Extends Far Beyond Tuna

Our environmental sustainability efforts also reach other fisheries, suppliers, and governing bodies worldwide. Our herring is primarily sourced from the pristine waters of the Canadian Bay of Fundy, where the raw material is processed into various sardine products at Blacks Harbor. We continue to pursue MSC certification for these products, and our herring fishery is currently in a FIP. The Bay of Fundy herring fishery is demonstrating strong spawning stock biomass, increased juvenile abundance, and positive age distribution linked to self-imposed management measures by the industry. Fishery participants are working with world-renowned experts and the Department of Fisheries and Oceans Canada on implementing the Management Strategy Evaluation (MSE) to improve the fishery.

In 2024, Bumble Bee also initiated a FIP for our clam sourcing in Indonesia. We are investing in staff, financial resources, and incentives to help twenty-five fishing boats in the region achieve environmental and social improvements over the next five years. Our goal is to achieve meaningful and measurable environmental sustainability improvements, advancing our clam supplier toward MSC certification.

³ Global Sustainable Seafood Initiative (GSSI) recognized certification scheme / Fishery Improvement Project (FIP), Aquaculture Improvement Project (AIP), or In-Transition to MSC Program (ITM)

Other Species

Environmentally Sustainable Sourcing³

Farmed Salmon



Specialty Product Species

(Baby Clams, Mussels, Oysters, Shrimp, Mackerel, Trout, Crab, Snapper, Swordfish)



Sardines



Wild Salmon



Surimi

(Pollock & Pacific Whiting)



Quahog Clams





"As a founding ISSF participating company, Bumble Bee has stood out as a steadfast partner

in advancing the environmental sustainability of tuna fisheries. Their long-term engagement with ISSF reflects a deep, shared commitment to science-based practices, transparency, and meaningful change on the water. From supporting bycatch mitigation to championing traceability and compliance through our ProActive Vessel Register, Bumble Bee helps raise the bar for the industry. Together, we're demonstrating that environmental sustainability isn't a slogan — it's a strategy that delivers real impact for oceans, fisheries, and future generations."

— **Susan Jackson, President, ISSF**

Photo credit: ISSF

SUSTAINING TUNA FOR THE FUTURE

Our leadership and advocacy reflect our ongoing commitment to environmentally sustainable seafood sourcing and ocean stewardship.

At Bumble Bee, we collaborate with global industry partners, governments, and non-governmental organizations (NGOs) to protect ocean health and biodiversity. Our goal is to ensure that tuna remains an environmentally sustainable⁴ and nutritious food source for generations to come.

We are committed to sourcing from well-managed, healthy fisheries or from fisheries actively taking steps to recover and improve. As a founding member of the [International Seafood Sustainability Foundation \(ISSF\)](#), we adhere to globally recognized best practices grounded in independent, science-based research. Our team plays an active role in ISSF decision-making and has contributed to the current strategic plan to advance fishery sustainability and strengthen collaboration with governments and regional management bodies.

Bumble Bee has a long-standing history of engagement with Regional Fisheries Management Organizations (RFMOs) which are intergovernmental bodies that oversee tuna conservation and management worldwide. Some of these organizations have operated for more than 70 years, bringing nations together to agree on rules that safeguard tuna populations and related marine species.

As part of the U.S. delegation,

we regularly participate in RFMO discussions and serve on advisory committees that shape U.S. policy. Depending on the needs of the fisheries we source from, Bumble Bee advocates for a wide range of important actions, including:

- Adoption of science-based management procedures
- Use of harvest control rules to protect tuna populations
- Reduction of bycatch, especially of sharks, turtles, seabirds, and marine mammals
- Stronger monitoring and compliance measures
- Support for electronic monitoring and at-sea inspection systems

⁴ "Sustainable fisheries" refers to resources managed so that the natural capital stock is non-declining over time, while maintaining production opportunities for the future [\(as defined by ISSF\)](#).

SEA TURTLE CONSERVATION & BYCATCH MITIGATION EFFORTS

Beyond our contributions to the ISSF for tuna conservation, Bumble Bee annually supports an ISSF-led industry fund in partnership with NOAA to reduce the impact of pelagic tuna fishing on other ocean species.

Sea Turtle Bycatch

Longline fisheries in the western and central Pacific Ocean (WCPO) were estimated to catch 9,000 sea turtles in 2003, peaking at 33,000 in 2009, before declining due to effective conservation measures. Purse seine bycatch of sea turtles is lower, averaging around 300 turtles annually in the WCPO from 2015-2019. In the Atlantic and Indian Oceans, annual purse seine bycatch from 1995–2011 was estimated at 218 and 250 turtles, respectively — more than 75% of which were released alive.

Turtle entanglement can also occur due to conventional fish aggregating devices (FADs) that use open netting with large mesh. Mitigation focuses on improving FAD design and promoting best practices for safe handling and live release. Around half or more of the turtles accidentally caught in longline gear are alive upon retrieval, making dehooking and proper release critical. Deep-set longlines (hooks below 100 m) result in lower mortality than shallow sets, despite fewer interactions overall.

ISSF-FUNDED SEA TURTLE CONSERVATION HIGHLIGHTS*

Western Pacific Ocean

- Indonesia (Papua Barat): Protected 1,443 leatherback nests in 2022 (~110,090 leatherback and 213 hard-shell hatchlings).
- Solomon Islands: Ongoing community-led leatherback conservation.
- Peru, Ecuador & Chile: 2023 initiatives included bycatch assessments, fisher training in safe handling, and use of LEDs to reduce turtle capture.
- Nicaragua & El Salvador: In 2022, 98% of hawksbill nests were protected; over 35,000 hatchlings released.

Atlantic Ocean

- Brazil: 1,334 nests protected in Bahia in 2022, including 341 loggerhead nests (~18,820 hatchlings); efforts cover 30 km of coastline.
- Cape Verde (Santiago Island): Public outreach to reduce turtle meat consumption through radio, video, and community education in one of the world's largest loggerhead nesting areas.

Indian Ocean

- India (Andaman & Nicobar): Long-term program supporting government and local efforts; expanding from Little Andaman to remote Nicobar Islands.
- Tanzania: Community engagement in 10 villages; in 2023, a local network led protection of 19 nesting beaches in Kigamboni.
- Seychelles & Oman: Ongoing work with local fishers to monitor nesting and reduce loggerhead bycatch (e.g., Masirah Island).

* Statistics from ISSF - <https://www.iss-foundation.org/fishery-goals-and-resources/our-priorities/bycatch-reduction/sea-turtles/>

DEVELOPMENT AND IMPLEMENTATION OF ELECTRONIC MONITORING

Improving Fisheries Monitoring Through Innovation

For over 50 years, independent fishery observers have been placed on vessels to collect scientific data and, more recently, to support regulatory compliance. While effective, deploying human observers can be costly and may raise health and safety concerns, especially on smaller or more remote vessels.

Over the past decade, electronic monitoring (EM) has emerged as a powerful tool. Using video cameras and electronic sensors, EM systems record vessel activity for remote review, offering accuracy that often matches or complements that of human observers. Today, all tuna RFMOs have adopted interim standards for electronic monitoring. In the future, vessels (especially longliners) are expected to increase monitoring coverage using a hybrid model of EM technology and onboard observers.

Bumble Bee is working to implement EM systems ahead of RFMO requirements, in addition to advocating for stronger monitoring standards for long-line vessels. While implementation remains costly, advancements in artificial intelligence (AI) are expected to reduce review time and costs. These innovations will provide fisheries scientists with better data, particularly on bycatch of sensitive species, and will improve stock assessments for tuna and other key species.

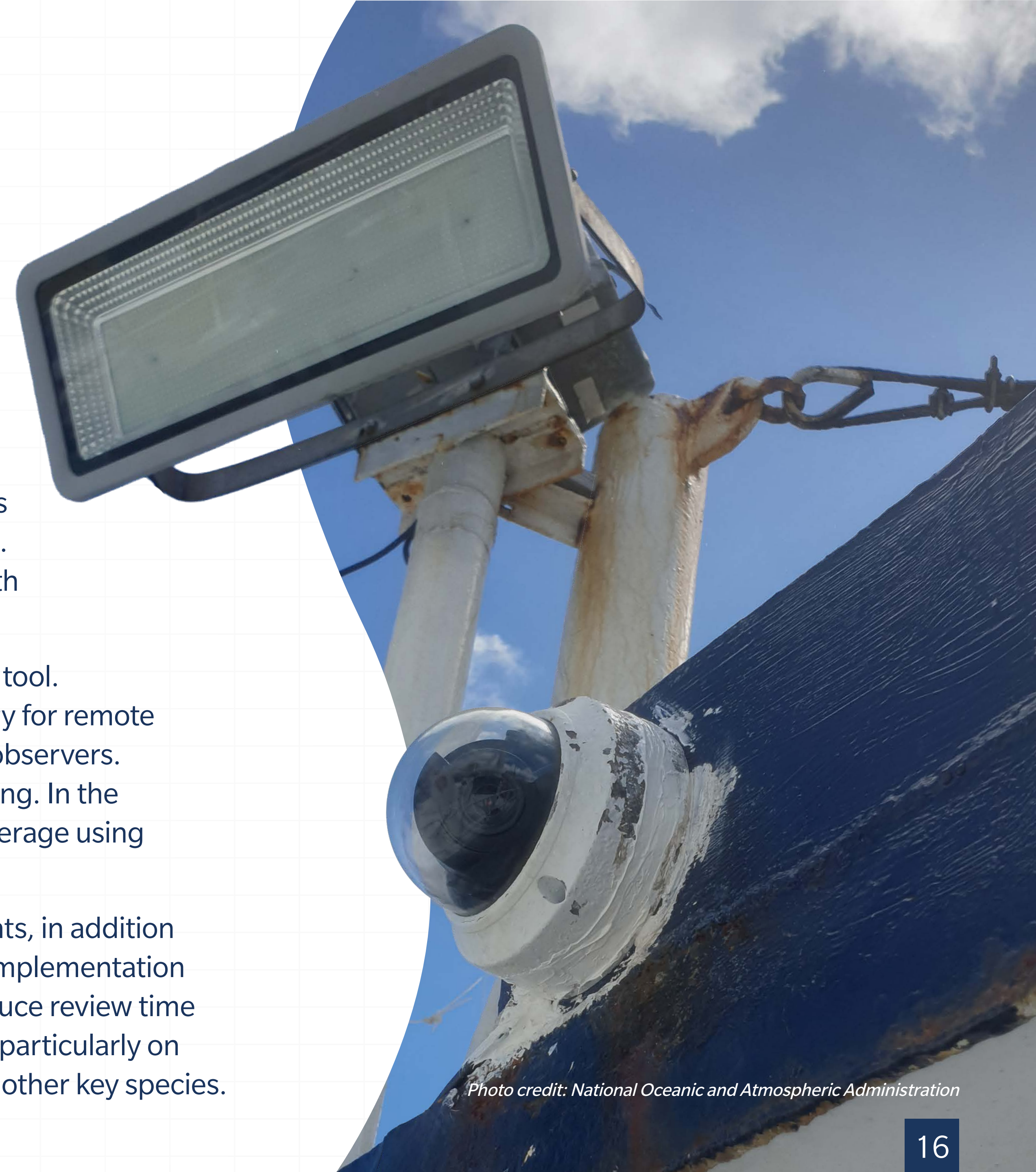


Photo credit: National Oceanic and Atmospheric Administration



"A key to SCEMFIS' success has been the active support and engagement of industry members such as Bumble Bee.

Working with academia in researching critical issues necessary for sustainable fisheries, SCEMFIS was able to fund almost \$200,000 in new cutting-edge research projects in 2024 alone."

— Dr. Eric Powell, SCEMFIS Director, University of Southern Mississippi

Photo credit: SCEMFIS

INVESTING IN A SUSTAINABLE CLAM FISHERY

Bumble Bee invests in science to support our environmentally sustainable sourcing through its membership in the Science Center for Marine Fisheries (SCMFIS) — a National Academy of Science Cooperative Research Center. SCMFIS brings together science and industry in support of sustainable fisheries. Through the University of Southern Mississippi and the Virginia Institute for Marine Science, SCMFIS has funded important research into the biology and life cycle of the Atlantic Ocean quahog, one of the clam products sold by Bumble Bee. SCMFIS funds cutting-edge research into the biology, life cycle, recruitment, and climate impacts on ocean quahogs, which are all necessary information for the sustainable management of the fishery.

Climate change and warming ocean waters...

have had a significant impact on the Atlantic coast surf clam fishery from which Bumble Bee sources. Historically, surf clams were harvested inshore, with quahogs harvested further offshore in colder waters. Due to shifting distributions, both clams are now harvested together in a “mixed catch.” Under U.S. regulations, mixed catches are prohibited, and only one species may be landed per trip. To operate within this legal framework, vessels must discard the unintended species, resulting in unnecessary waste.



Photo credit: SCMFIS

As a result of SCMFIS research, the Mid-Atlantic Fishery Management Council, where Bumble Bee serves as an industry advisor, approved a rule change to allow both species of clams to be landed on the same trip. The rule also requires more accurate reporting of bycatch and discards. This change is currently pending NOAA approval. Once implemented, it will reduce waste, lower the risk of violations, and provide improved catch data for setting sustainable harvest quotas.

This is one example of how SCMFIS is actively addressing today's critical fishery issues.

“Our research showed that climate-induced warming waters were driving surf clams further offshore into colder waters. Ocean quahogs, meanwhile, are slower to react and are incredibly well adapted. They are among the longest-lived animals, with lifespans exceeding three hundred years. When water temperatures are too high, ocean quahogs simply go to sleep, burrowing into the sand and ‘switching off’ until conditions improve. They have successfully used this tactic for thousands of years, enduring many changes to the planet’s climate.”

— **Dr. Eric Powell & Roger Mann, SCMFIS Directors**

TRACEABILITY

We are strong advocates for traceability and transparency, with strict requirements for communicating our sourcing practices to customers and consumers. This helps to ensure food safety and verify that seafood entering our supply chain is legally harvested and meets our environmentally sustainable sourcing requirements. We also can provide consumers with instant information about the journey of their tuna, including species, catch method, and harvest area.

In 2015, Bumble Bee became one of the first companies to launch a public-facing traceability program for our tuna products through our [Trace My Catch](#) system. This platform allows consumers to track the source of their seafood from catch to can by entering a code found on the package. By enhancing our traceability, we empower consumers who want to know where their seafood comes from.

Photo credit: Shutterstock



Seafood Future 2025

- › COLLABORATING TO PROTECT
- › GHOST GEAR INITIATIVE
- › ADDRESSING FADS
- › OYSTER RECOVERY PARTNERSHIP
- › SEATREES

OCEAN

Helping to Create Healthier
Marine Ecosystems

Photo credit: Matt Hardy

COLLABORATING TO PROTECT AND RESTORE OCEAN HEALTH

Together with our partners, we are committed to safeguarding ocean health for future generations.

At Bumble Bee Seafoods, we understand that sustaining a growing population begins with healthy oceans. That’s why we put ocean stewardship at the core of our mission and work alongside leading partners to maximize our impact. **Through our Ocean Pillar, we focus on three critical areas:**

Tackling Plastic Waste

Engaging with the Global Ghost Gear Initiative to remove harmful debris from our oceans.



Photo credit: Oyster Recovery Partnership



Regeneration and Restoration

Supporting projects like Oyster Recovery Partnership, Science Center for Marine Fisheries, and SeaTrees to rebuild and revitalize marine ecosystems.

Photo credit: Ghost Gear Initiative

Reducing Bycatch

Collaborating with the International Seafood Sustainability Foundation to protect marine biodiversity.



Photo credit: ISSF



Photo credit: Shutterstock



"In 2024, Bumble Bee solidified their place as an industry leader

when it comes to a committed approach to addressing ghost gear. The comprehensive risk assessment of the company's seafood supply chain was a first of its kind and led the company to identify more than a handful of meaningful opportunities to engage further on the issue — tying directly into the vulnerabilities identified in fisheries from which Bumble Bee sources. Once implemented, those activities could result in tangible improvements on the water, benefiting ecosystems, livelihoods, and fish stocks alike."

— **Sara Pfeifer, Partnerships Manager, Global Ghost Gear Initiative**

Photo credit: Ghost Gear Initiative

COMBATting GHOST GEAR

In 2024, Bumble Bee entered the third year of our \$1 million, five-year commitment to the Ocean Conservancy and the Global Ghost Gear Initiative (GGGI).

Bumble Bee remains the leading seafood company in financial contributions to combat abandoned, lost, and discarded fishing gear (ALDFG or “ghost gear”).

In 2024, we built upon the successful Bay of Fundy ghost gear survey and retrieval project conducted by Bumble Bee’s Canadian affiliate, Connors Bros. Marine Corp., in 2022, by coordinating another retrieval effort for late summer 2025. This effort will include acoustically surveying herring spawning grounds, mapping lost fishing gear, and retrieving derelict nets and lobster traps using a Connors Bros. vessel.

Photo credit: Ghost Gear Initiative



A PLAN FOR ACTION

Bumble Bee completed a comprehensive baseline assessment of ghost gear across its entire supply chain — a seafood industry first⁵ — with support from GGGI and the Marine Resources Assessment Group (MRAG). Together with GGGI, we developed targeted, actionable recommendations to address ghost gear, informed by procurement analysis, fishery risk assessments, surveys, case studies, and GGGI's Best Practice Framework. Solutions are tailored to specific gear types and fisheries, focusing on prevention, responsible disposal, and capacity building.

Each recommendation was evaluated for impact, cost, feasibility, and alignment with our sustainability goals. The result is a prioritized action plan with nine recommended activities, categorized by urgency and scale. Implementation will target key ports and high-volume fisheries through established partnerships, especially within tuna fisheries in the Western and Central Pacific. These efforts position Bumble Bee as a leader in reducing ghost gear and advancing marine ecosystem protection.

⁵ Sara Pfeifer, Partnerships Manager, Global Ghost Gear Initiative – personal communication 2025

IMPLEMENTING BEST PRACTICES

Since 2009, Bumble Bee has worked with the International Seafood Sustainability Foundation (ISSF) and others to implement best practices in tuna fishing. We continue to collaborate on bycatch reduction, particularly in developing and implementing training materials for vessel skippers and crews. Additionally, Bumble Bee-supplying purse seine vessels participate in deploying novel Fish Aggregating Device (FAD) designs, including solutions to prevent FAD beachings that can entrap turtles, marine mammals, or damage coral reefs.

Jelly Fads

In 2024, we reported on planning and early implementation of gear trials involving “jelly FADs,” a novel FAD design made entirely of biodegradable materials such as organic ropes and canvas. The jelly FAD passively floats with quasi-neutral buoyancy, reducing structural stress and the need for plastic flotation. Trials are ongoing in the eastern and western Pacific, supported by ISSF, NOAA, and vessels supplying light meat tuna to Bumble Bee.

[Watch the video here.](#)

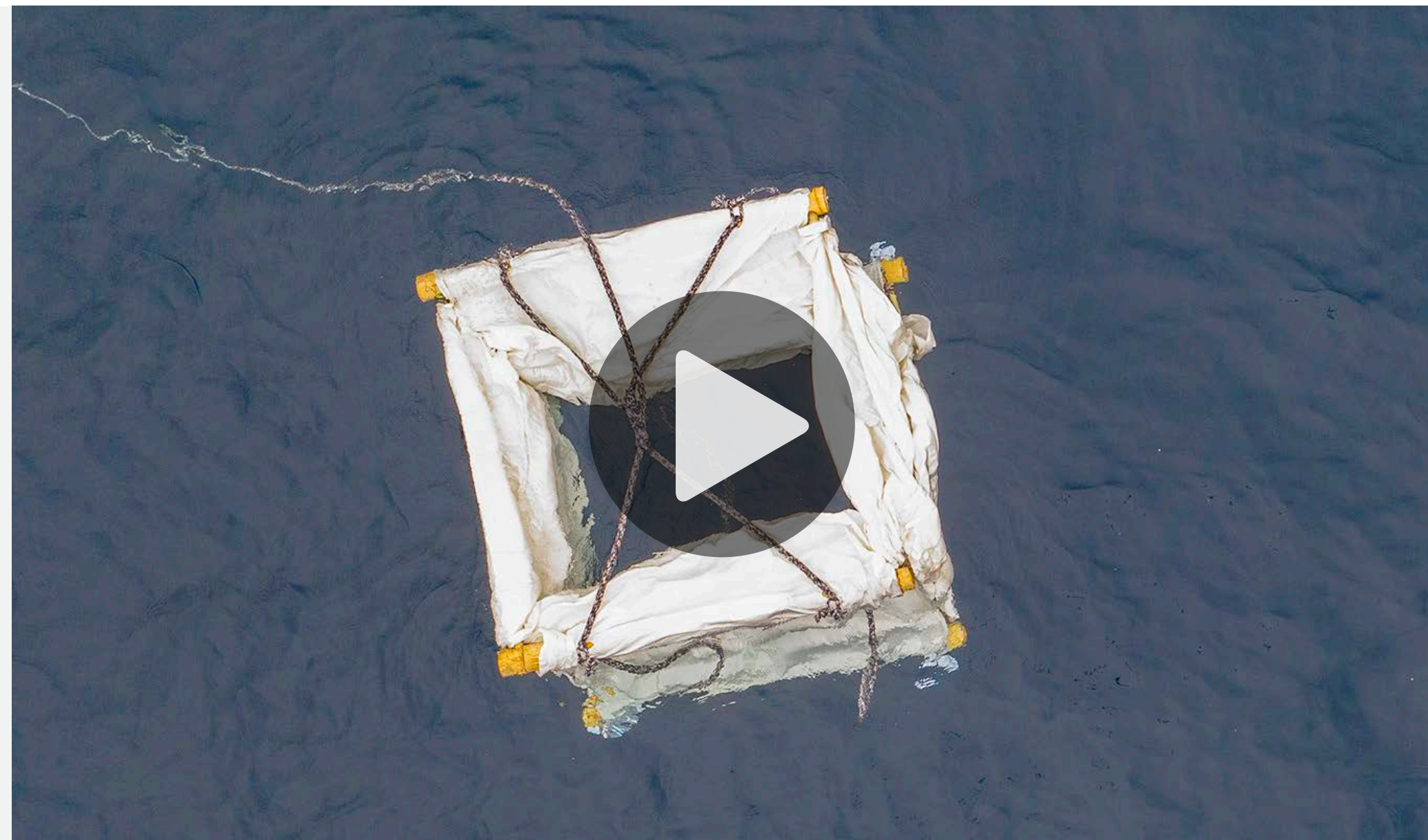


Photo credits: ISSF

ADDRESSING THE IMPACT OF LOST FADS



Each year, an estimated 30,000–40,000 drifting FADs are deployed in the Western Pacific, and up to 65,000 across the entire Pacific Ocean⁷. Research suggests only about 10% are actively fished, with most becoming abandoned, lost, or discarded. Formal assessments of FAD loss and its consequences remain limited, and most FADs go untracked unless they strand on coasts, beaches, or coral reefs, where they can harm marine life and create disposal challenges.

Pacific Island nations have begun building a FAD stranding network to log and manage these events. Since 2019, over 2,500 strandings have been recorded, with some data dating back to 2004. The effort is labor-intensive due to the volume and size of stranded debris.

Bumble Bee supports the expansion of this network, helping document FAD strandings and develop solutions to reduce impacts on coastal communities and marine ecosystems. We also advocate at the RFMO level for adoption of biodegradable FAD standards and for retrieval programs in high-risk areas. Our support has included data exchange and policy development meetings, which we hope to continue into 2026.

⁷ The Pacific Community. (2024). *Reporting to reusing: How satellite buoys from the purse seine fishery can benefit local communities*.



OYSTER RECOVERY
PARTNERSHIP®
— ORP —

"At Oyster Recovery Partnership,
we believe meaningful restoration
requires meaningful collaboration.

Thanks to Bumble Bee Seafood's partnership in 2024, we planted 5 million juvenile oysters in the Chesapeake Bay — each one helping to filter water, create habitat, and support a more resilient marine ecosystem. This work strengthens not only the Bay but the future of our seafood industry. Together, we're proving that sustainability and industry can thrive side by side when backed by bold, science-driven action and shared commitment to lasting impact."

— Allison Albert Guercio, Marketing & Fundraising Director

Photo credit: Oyster Recovery Partnership

REGENERATION AND RESTORATION

In 2024, Bumble Bee Seafoods deepened its commitment to ocean regeneration by continuing support for the Oyster Recovery Partnership (ORP). Bumble Bee has contributed a total of \$25,000 in our 5-year partnership with ORP. This partnership has helped plant an estimated 7 to 10 million oysters on sanctuary and public reefs in the Chesapeake Bay. These oysters improve water quality, create habitats for marine life, and support Maryland's seafood industry and coastal communities. By investing in projects like ORP, Bumble Bee helps ensure healthier, more resilient marine ecosystems for future generations.

Photo credit: Oyster Recovery Partnership



"We're proud to continue partnering with Bumble Bee

to help regenerate critical coastal ecosystems through our SeaTrees program. Since 2021, Bumble Bee's support has enabled us to plant and protect 40,000 square feet of kelp, 15,000 mangroves, 6,250 square feet of watershed, and 1,050 coral fragments. These ecosystems provide habitat for marine life, support local communities, and capture carbon to reverse climate change. Partnerships like this demonstrate how collaboration across industries can create real, lasting impact."

— **Haley Jain Haggerstone, Partnerships Director, SeaTrees**

Photo credit: SeaTrees

SEATREES

The ocean has the power to reverse climate change. That is why Bumble Bee partners with SeaTrees, which plants, protects, and restores blue carbon coastal ecosystems worldwide. Their projects span five ecosystem types: mangrove forests, kelp forests, seagrass meadows, coral reefs, and coastal watersheds — vital for carbon sequestration, biodiversity, and coastal protection.

Last year, Bumble Bee worked with SeaTrees to help plant 600 coral fragments in Bali, Indonesia. This work is crucial, as approximately half of the world's coral reefs have been lost in the last 30 years. Restoring these reefs provides habitat for more than 500 fish species, many of which are vulnerable to extinction, and creates jobs for local villagers.

Bumble Bee also supported SeaTrees in restoring 2,500 square feet of coastal watershed in Cardiff, California, which is one of the most extensive wetland restorations in the state. Restoration work is crucial for managing invasive plants and reintroducing native species to the lagoon.

Volunteer Day

Bumble Bee collaborated with SeaTrees and The Nature Collective to host an employee volunteer day at the Cardiff, California project site. Staff volunteers helped restore 15,000 square feet of salt marsh in the San Elijo Lagoon Ecological Reserve through activities such as plant identification, survivorship measurement, native planting, invasive species removal, and trash cleanup.

[Watch the video here.](#) 



Photo credits: SeaTrees

PEOPLE

Helping to Support the People
Connected to Our Supply Chain

Photo credit: Shutterstock

SOCIAL RESPONSIBILITY

Bumble Bee helps support the health and safety of workers throughout our supply chain using a combination of tools. Our direct, land-based suppliers undergo recurring SMETA 4-Pillar social audits to verify compliance with standards for labor practices, environmental responsibility, and ethical business conduct.

With our primary tuna supplier, we supported the creation of a worker voice program that allows crew members to provide anonymous feedback to a third-party NGO about their working environment and receive support to resolve complaints.

A portion of the Taiwanese vessels we source from participate in this worker voice program. Its success is driving Bumble Bee and our supplier to look to partner with additional NGOs to expand the program to vessels flagged by other nations. We are exploring providing data services at sea so crew can access the worker voice system during fishing trips, collaborating with vessel owners, NGOs, and stakeholders to ensure crew health and safety.





"Bumble Bee and its parent company are playing an active and important role.

Their recent on-the-ground support in Indonesia to improve recruitment, alongside efforts to strengthen tuna audit systems at sea, are two examples of how their contribution is adding value to the STF mission."

— **Martin Thurley, Executive Director, Seafood Task Force**

Photo credit: Seafood Task Force

SEAFOOD TASK FORCE

The Seafood Task Force (STF) is the only global trade association where the world's largest retailers, seafood brands, and their partners work together to drive supply chain oversight and continuous improvement from vessel to plate. Bumble Bee has taken a leadership role within the STF since its expansion into the tuna sector, especially on responsible recruitment. We have helped develop and implement improvement programs, including auditing standards, corrective action programs, and responsible recruitment training for both land- and sea-based workers.

2024 STF Tuna Workstream Highlights:

Supply Chain Mapping and Oversight

- Baseline assessments conducted on up to 30 vessels, with shared pool audits to streamline evaluation.
- Active coordination with the Thai Tuna Association and Port-In Port-Out (PIPO) Inspectors to expand local oversight.

Remediation & Continuous Improvement

- Launch of a structured Remediation and Continuous Improvement Program for tuna vessels.
- Audit findings are now aggregated across STF members to align metrics and accelerate improvements.

Responsible Recruitment

- Implementation of On The Level certification for recruitment agencies in Taiwan and Indonesia.
- Bumble Bee and its parent company continue to support industry-wide recruitment reforms and advocate for ethical hiring.

Capacity Building

- Ongoing training for vessel owners and fleet management.
- The STF Tuna Handbook and training videos are now available in over eight languages to support multilingual crews.
- Pilot development of a grievance mechanism (Worker Voice) for tuna crews.

SUPPORTING THE EMPOWERMENT OF FISHERS

IKAN

Bumble Bee has partnered with Stanford’s Center for Ocean Solutions and Center for Human Rights and International Justice, Indonesia Ocean Justice Initiative, Tufts University, the International Seafood Sustainability Foundation, and FiftyEight (a UK-based B Corp IT solutions group) to pilot a digital platform called IKAN. IKAN, meaning “fish” in Bahasa Indonesia, is intended to empower migrant workers in the fishing industry to:

- Understand and document whether their contract terms are met using audio and video
- Enable companies to identify and address labor abuse in their supply chains
- Provide a mechanism for governments and civil society to increase transparency and accountability

In the past year, IKAN was piloted on select vessels within Bumble Bee’s supply chains. Feedback from these pilots is refining the platform for future scaling. IKAN is co-designed with workers, companies, recruiters, and government actors in Indonesia and Taiwan.

SERVING OUR COMMUNITIES



Cleaning Up Our Coasts

At Bumble Bee, we believe in the power of community and the importance of protecting our shared environment. That's why we partner with I Love a Clean San Diego which is a nonprofit leader in environmental action, education, and sustainability.

In 2024, our team joined 3,000+ volunteers at more than 100 sites for the 40th Annual Coastal Cleanup Day — one of the region's largest environmental volunteer events. Together, we helped remove 108,939 pounds of debris, including 86,006 pounds of trash, 1,881 pounds of recyclables, and 21,052 pounds of green waste in a single day.

Our collaboration with I Love a Clean San Diego reflects our commitment to corporate social responsibility and environmental stewardship. Through volunteerism and community outreach, we're taking action for a cleaner, greener San Diego, and we're just getting started. Together, we're making a difference one cleanup at a time.



With our continued support in 2024, Ocean Discovery Institute (ODI) reached over 6,000 K–12 students in San Diego through in-school programs focused on STEM education. These included hands-on science lessons, field trips to coastal ecosystems, career exploration, and pathway planning. ODI supports academic success for students from under-resourced communities, helping close achievement gaps and empower the next generation of scientists, innovators, and leaders. We're proud to partner with ODI to inspire curiosity, expand opportunity, and create lasting educational impact.



Bumble Bee is an ongoing supporter of the San Diego Food Bank, contributing both financially and through product donations. In 2024, the Food Bank distributed more than 50 million pounds of food and supplies. Our team members also volunteer to inspect, sort, and package food for individuals and families in need.

As a shelf-stable protein company, we believe we are uniquely positioned to support the Food Bank's mission of providing nourishment to those facing food insecurity.



Bumble Bee Seafoods Foundation Scholarship

Since 2021, we have partnered with The San Diego Foundation to provide ongoing academic scholarships to local Black, Indigenous, and people of color (BIPOC) students. The 2022-2023 school year marked our inaugural year of scholarships, and we continue to award new scholarships for the 2024-2025 year, supporting a total of eight scholarships annually.

Each year, four new students receive a \$2,500 scholarship, renewable for a second year to encourage continued success. Our goal is to create pathways to achievement for students of color and help break cycles of historical inequality in academics. By establishing and funding a donor-advised fund as our Scholarship Foundation, Bumble Bee has made a sustained, long-term financial commitment to this important effort.



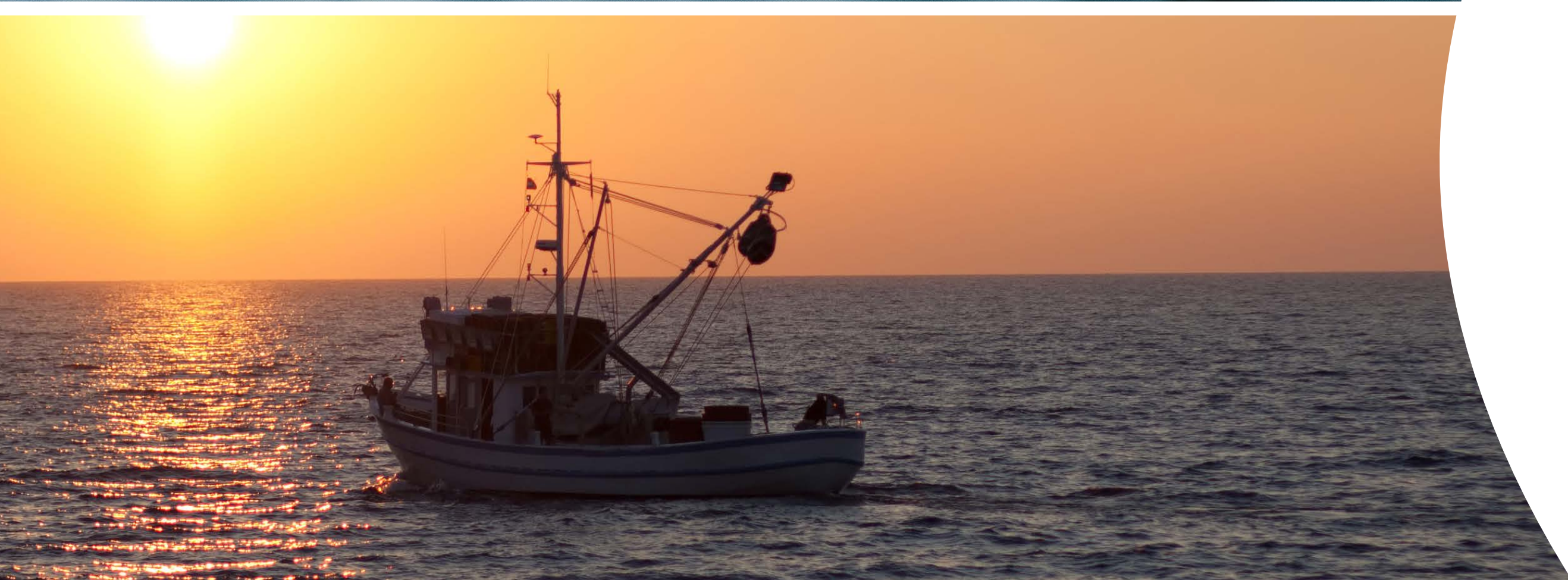
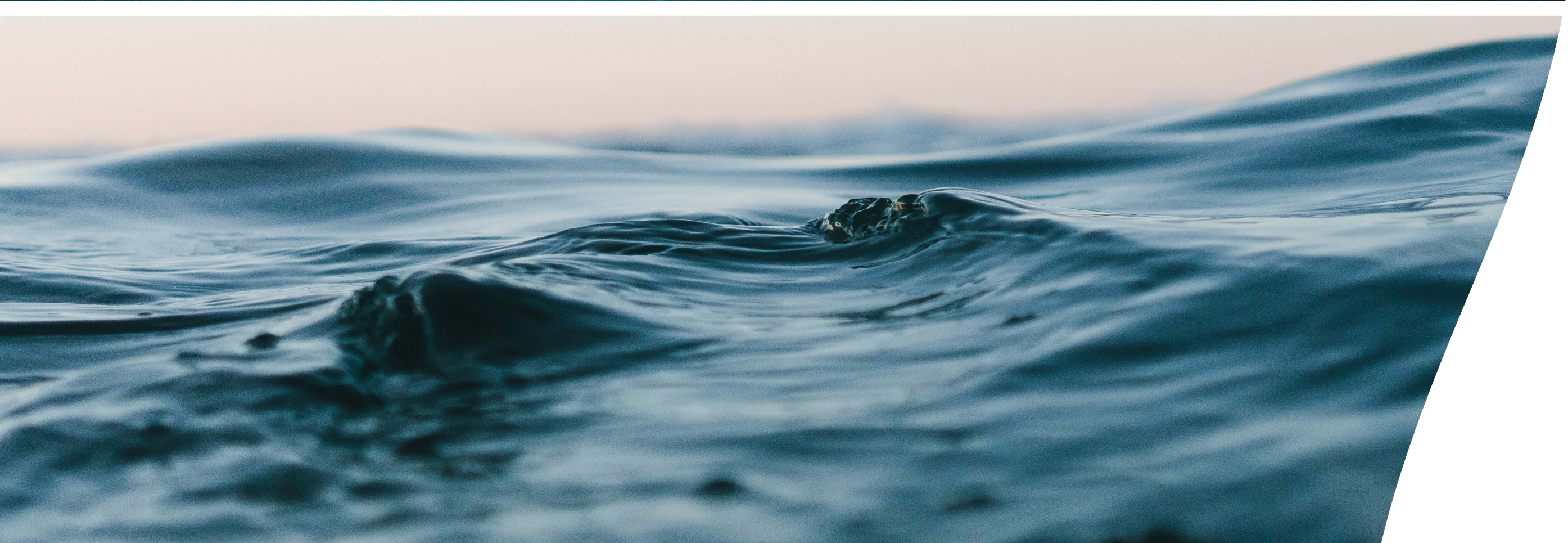
Bumble Bee continues to support the San Diego Rescue Mission, an organization dedicated to transforming the lives of individuals and families experiencing homelessness. Through a comprehensive approach, including meals, shelter, clothing, education, and job-skills training, the SDRM provides critical support to those in need.

In 2024, the Mission served 295,162 meals, provided 94,158 nights of shelter, and delivered 108,720 hours of job training, empowering hundreds to move from homelessness to stable, independent lives. We are honored to stand alongside the San Diego Rescue Mission in their life-changing work and remain committed to supporting efforts that build stronger, more compassionate communities.



In 2024, we proudly continued our support for Big Brothers Big Sisters of San Diego County by sponsoring their annual 5K Any Way inclusive event. Our sponsorship helps advance their mission of creating and nurturing one-to-one mentoring relationships that empower local youth to reach their full potential.

The event brought together our team members alongside Bigs, Littles, and their families for a day of connection, celebration, and community impact. Together, the event raised more than \$74,000 in support of BBBS programs across the region.



SEAFOOD FUTURE 2025

Our progress this year affirms that real change is possible when commitment meets action.

As we look to the future, we are more determined than ever to drive meaningful impact by advancing the health of Fish, Ocean, and People, and demonstrating that environmental sustainability and industry leadership are inseparable.

The work ahead inspires us, and we remain steadfast in building a Seafood Future that is both resilient and responsible, for today, tomorrow, and for generations to come.

